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Montana Nonresident Traveler Expenditure Profiles: Quarter 2, 2010

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Recommended Citation

Grau, Kara, "Montana Nonresident Traveler Expenditure Profiles: Quarter 2, 2010" (2012). *Institute for Tourism and Recreation Research Publications*. 31.
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Quarter 2, 2010 Montana Nonresident Traveler Expenditure Profiles

REVISED

April, 2012

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Average Q2 Daily Expenditures by Purpose of Trip[^]

	Primary Purpose of Trip					
	All Travelers	Vacation	VFR ¹	Pass-Through	Business	Other
Sample size	n=2248	n=786	n=409	n=570	n=253	n=128
Nonresident Travelers	2,540,000	914,000	483,000	660,000	279,000	152,000
Group Size (people/group)	2.32	2.56	2.32	2.20	1.78	2.68
Length of Stay (nights)	4.23	5.08	5.72	1.21	5.25	7.50
% of All Travelers in Q2	100%	36%	19%	26%	11%	6%
Gasoline, Oil	\$42.08	\$40.89	\$38.00	\$44.61	\$35.90	\$42.83
Retail sales	\$28.37	\$25.87	\$29.84	\$10.96	\$20.31	\$38.40
Restaurant, Bar	\$21.92	\$23.64	\$25.19	\$13.04	\$32.66	\$22.62
Hotel, B&B, etc.	\$16.00	\$20.28	\$9.20	\$15.19	\$22.59	\$8.41
Groceries, Snacks	\$8.66	\$11.57	\$9.20	\$2.77	\$4.99	\$9.74
Auto Rental and Repairs	\$2.37	\$1.88	\$1.80	\$0.16	\$11.39	\$0.33
Gambling	\$1.61	\$0.50	\$5.68	\$0.23	\$1.19	\$3.01
Licenses, Entrance Fees	\$1.59	\$3.58	\$0.54	\$0.36	\$1.40	\$0.00
Campground, RV Park	\$1.35	\$2.79	\$0.40	\$0.82	\$0.53	\$0.04
Outfitter, Guide	\$1.32	\$3.63	\$0.27	\$0.00	\$0.15	\$0.00
Misc. Services	\$0.53	\$0.49	\$1.13	\$0.48	\$0.04	\$0.50
Transportation Fares	\$0.47	\$0.19	\$0.26	\$0.00	\$0.14	\$2.20
Total Avg. Daily per Group	\$126.27	\$135.31	\$121.51	\$88.62	\$131.29	128.08*

Average Daily Expenditures of Those Who Spent in Each Category^{^^}

Expenditure Category	# of Groups Who Spent	Percent of Sample (n=1812)	Mean ³ of Those Who Spent	Median ⁴ of Those Who Spent
Gasoline, Oil	1378	76%	\$55.25	\$45.00
Restaurant, Bar	989	55%	\$40.14	\$25.00
Hotel, B&B, etc.	632	35%	\$93.51	\$87.00
Groceries, Snacks	460	25%	\$34.13	\$20.00
Retail Sales	429	24%	\$119.68	\$70.00
Campground, RV Park	171	9%	\$31.26	\$34.00
Licenses, Entrance Fees	83	5%	\$34.55	\$25.00
Auto Rental and Repairs	73	4%	\$58.42	\$60.00
Gambling	55	3%	\$53.24	\$80.00
Rental Cabin, Condo ²	47	3%	\$88.47	\$100.93
Transportation Fares	36	2%	\$23.40	\$26.31
Misc. Services	17	1%	\$55.73	\$40.00
Outfitter, Guide	15	1%	\$156.35	\$150.00

[^] Expenditures may appear lower than typical costs in these categories because they are averaged across all visitor groups.

^{^^}These figures represent the number and percent of visitor groups who actually spent money in each category. The dollar values are reflective of the actual average amount spent per category.

¹Visiting friends and/or relatives. ²In the first table above, expenditures in this category are included with Hotel, Motel, B&B for comparability with previous years. ³Mean, or average, is the sum of the values divided by the number of values. ⁴Median is the middle value, with half of the values higher, and half lower than the median value. *Use with caution. Data weighting resulted in several high expenditure values within this category which were adjusted accordingly.